

JENNY HOFFMANN

SERVICE DESIGN CONSULTANT

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Service Design and HCD consultant building on 20 years of management, leadership and consulting internationally experience in innovative retail financial services.

WORK EXPERIENCE

2006-PRESENT

Riskfrontier Consultants Ltd.

Service Design and business strategy consultant advising financial service providers how to reach new markets through new digital channels and services. (See below for examples of work done).

2005-6

MTN Banking, South Africa

One of the first mobile banking businesses in Africa. Led the launch and early expansion of the business as Managing Director.

1999-2004

TEBA Bank, South Africa

Managing Director, led the strategy and profitable growth to expand to new retail markets and geographies. 500,000 customers. Organisational transformation.

EDUCATION

2020

MSc Human Computer Interaction Design

City University, UK (First Class)

2017

BSc in ICT, Computing and Psychology

Open University, UK (2.1)

1999

MBA

University of Witwatersrand, South Africa

SKILLS

- Product and delivery channel strategy using HCD and UX tools and methodologies
- Facilitating UX workshops
- User research
- Financial literacy (Chartered accountant)
- Governance and regulatory compliance
- Organisational transformation

CONSULTANCY WORK EXPERIENCE

2020

Large on line UK retailer

Part of team of 3 asked to make recommendations to improve the credit offering. My role was to participate in some of the stakeholder interviews, design and do the interviews of front line staff, competitor research and customer journey visualisations, remote user interviews. user synthesis and analysis visualisation and workshop on Miro.

2020

Medium sized consultancy in India

One of team of two brought in to improve their UX project process by designing a framework and working with the client team on three projects to design service pilots for financial service providers. I designed and facilitated workshops for the client and their associates both while in India and remotely and conducted one to one interviews with the client team members. I demonstrated the benefits of tools such as eco system mapping, personas, customer journeys etc. in the context of these projects.

2018/19

3 Financial service providers in West Africa

For 12 months I led the Sierra Leone part of a 3 country project to support selected financial service providers in how to use UX and HCD methodologies and tools to ensure that their service design was evidence based. Another part of the team focused on the quantitative skills but I was overall lead and co-ordinator. I ran workshops, trained in and conducted field user research and usability testing and pilot project design. The objective was to leave each organisation with the skills to be able to design new services and ready to launch a new service.

2018

Medium sized credit provider in Kazakhstan

HCD evaluation of the current existing products and organisational structure and culture with the objective of increasing their competitiveness. I was part of a team of 3 led by a partner from a UK design agency. I participated in the planning and the in country interviews and workshop facilitation.

2013-18

Examples of Business strategy projects

- Due diligence to assess and recommend improvements to a proposed business to provide remote learning and peer learning for digital finance practitioners in the private and public sector
- Assignment to make recommendations to the Central Bank in Moldova to reduce the use of cash in the economy looking at regulatory changes, market campaign and products.
- 6 month project with bank in China leading team of 5 to produce a diagnostic of the institution, functional and system requirements and workshops on aspects of agency banking and implementation recommendations.